

# 2014 Venza



 **TOYOTA**

# The 2014 Venza.

It's the perfect mix of style and substance.

Style, innovation, versatility: Just some of the things that come standard with the 2014 Venza. This vehicle really is the total package. It's got bold styling and design. It's fun to drive and innovative. It's versatile with room for the whole family, plus plenty of cargo space for the over packers. It's all the handling, manoeuvrability and efficiency you need on four wheels.

We're proud to know fuel efficiency and performance are just some of the things you've come to expect from Toyota. And with available AWD on both the 4-cylinder and V6 engines, the Venza will take you anywhere you want to go.

FRONT COVER  
Venza V6 AWD with Limited Package shown in Cosmic Grey Mica.

Toyota's commitment to safety is demonstrated through our innovative Star Safety System™, and our dedication to reliability is proven by the fact that over 80% of Toyotas sold in Canada in the last 20 years are still on the road today\*.

Just a few more reasons why you should get behind the wheel of a 2014 Venza.



Venza V6 AWD with Limited Package shown in Blizzard Pearl.



# Fresh thinking. It's our calling.

Venza kicks it up a notch with cutting-edge technology.

The 2014 Venza offers lots of fresh thinking that helps set it apart from other vehicles, all starting with innovation. It's packed with advanced technology designed to make your life easier.

From its vast list of standard features to its impressive high-tech components, Venza really does turn the drive into an experience – one you'll enjoy every kilometre of the way.



**DISPLAY AUDIO SYSTEM**  
The Display Audio System features a 6.1-inch touch panel display with Bluetooth®<sup>3</sup> wireless music streaming, and a unique "text-to-voice" feature that converts text messages from your phone into voice messages, which play through the vehicle's speaker system.



**iPOD®/MP3 PLAYER HOLDER WITH USB PORT AND AUXILIARY AUDIO JACK**  
Dock your iPod® or MP3 player in the special holder in the centre console, then plug it in via the USB port and rock on.



**MULTI-INFORMATION LCD DISPLAY**  
The Multi-Information LCD Display provides data such as climate control settings, outside temperature, fuel economy, trip information and other important details.



**PANORAMIC MOONROOF**  
Go ahead, lay back and stare at the sky through the available power tilt/slide moonroof above the front seats and a panoramic glass roof above the rear seats. It's the closest to outdoor seating you'll get without sitting outdoors.

# Flexible. Adaptable. Versatile.

Venza offers a world of possibilities.



Venza AWD with  
XLE Package shown in  
Magnetic Grey Metallic.



Whether you're picking up groceries, taking out the dog or going on a road trip with friends, Venza is up for anything. With space for 4 friends comfortably, your pack can travel in style. And with 1,990 litres (70.1 cubic feet) of cargo space, there's plenty of room for larger items, such as luggage, beach gear or a stroller. Venza also comes with an optional power liftgate with jam protection, which makes packing for a trip a whole lot easier. It's versatility and convenience at its best. So whatever the day brings, Venza's more than equipped for the ride.



## CARGO SPACE

With the pull of a latch, Venza's rear 60/40 split seats fold flat to reveal an impressive 1,990 litres (70.1 cubic feet) of cargo space. That's a whole lot of room!



## BLACK LEATHER INTERIOR

Heighten your style with Venza's optional Black Leather Interior.

## EXTRA STORAGE

Slide back the centre armrest to reveal a storage tray and a deep storage compartment. Under the sliding cupholder lid is another large storage compartment illuminated by LEDs, and complete with a 12V auxiliary power outlet.

## RECLINING REAR SEATS

Passengers sitting in the rear can have a truly luxurious trip with Venza's reclining seats. It takes it's back and relax to a whole new level.

## REAR SEAT VENTS

Venza's centre console comes complete with rear-facing vents, which are operated by the Dual Zone Climate Control system. This system also features an air filter that traps dust and other airborne particles.



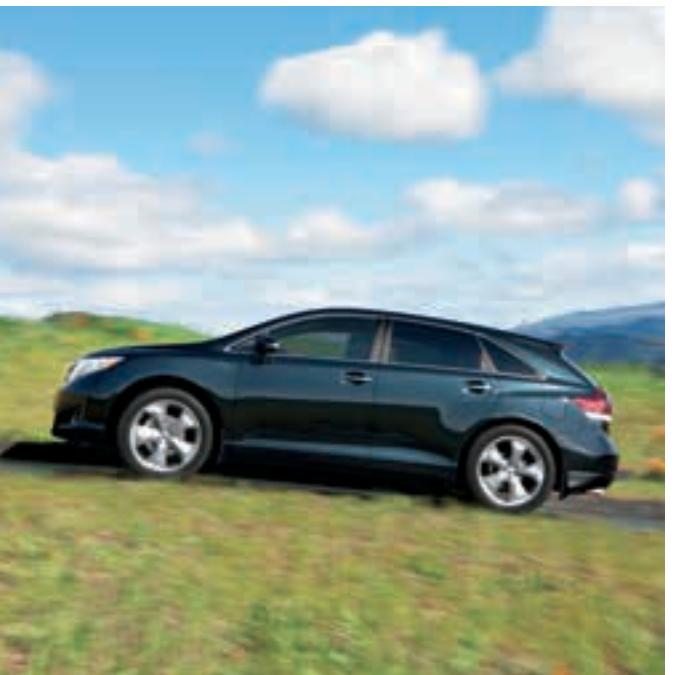
Venza V6 AWD with Limited Package shown in Cosmic Grey Mica.

# All the road's a stage.

Venza's always ready to perform.

When it comes to your car, we know performance counts. Reliability, and handling are just some of the things you'll need for the road ahead. And with Venza's 4-cylinder and V6 engines, you're not only getting great fuel efficiency, you're getting a car that's ready for any road conditions. Venza's available All-Wheel Drive will help enhance traction,

no matter what the season or weather. And when it comes to manoeuvrability, Venza doesn't fall short. With a low centre of gravity you'll get surprisingly precise handling, which is pretty comforting whenever you're driving in a large city.



## HILL-START ASSIST CONTROL<sup>8</sup>

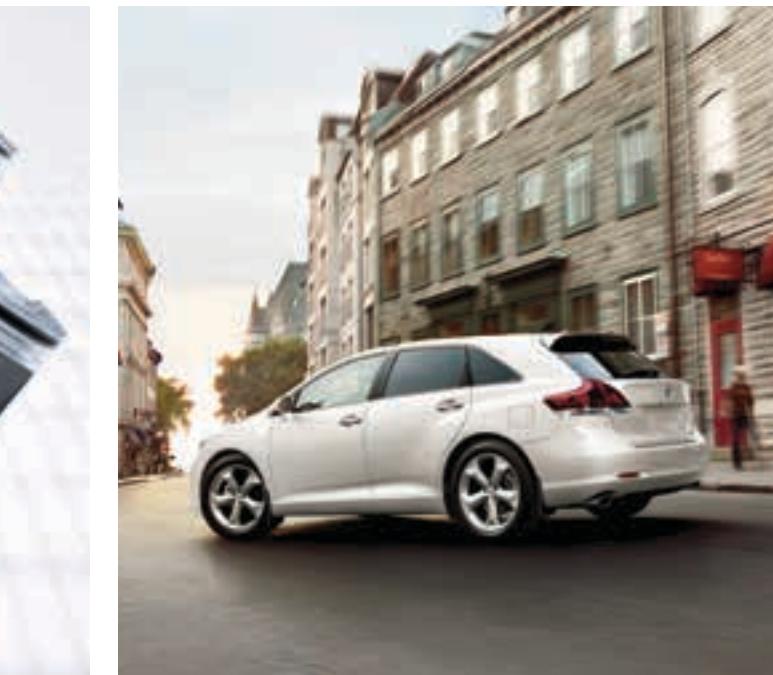
When accelerating from a standstill on an incline, Hill-start Assist Control<sup>8</sup> will help prevent the vehicle from rolling backward. Once activated, the system holds the brakes for approximately three seconds as the driver switches from the brake pedal to the accelerator.

Venza V6 AWD with Limited Package shown in Cosmic Grey Mica.



## 4-CYLINDER AND V6 ENGINES

Venza's 182 hp 4-cylinder and 268 hp V6 engines are connected to a 6-speed Super Electronically Controlled Transmission that helps manage the engine's power. This means Venza will always offer smooth, seamless shifts and excellent fuel efficiency.



**ALL-WHEEL DRIVE (AWD) WITH ACTIVE TORQUE CONTROL**  
The available AWD with active torque control monitors each wheel and distributes the engine's power to the appropriate wheel at the appropriate time. This advanced technology helps to optimize traction on any surface, rain or shine.

Venza V6 AWD with Limited Package shown in Blizzard Pearl.

# Drive with confidence.

Venza knows safety.

When it comes to building automobiles, safety is Toyota's primary concern. That's why Venza is loaded with a host of the most vital safety features to help protect occupants during front, rear and side impacts.



## BACKUP CAMERA

Venza is available with a backup camera located above the rear licence plate. When in reverse, the camera displays the area behind the vehicle that's visible to the camera on the Display Audio touch screen.

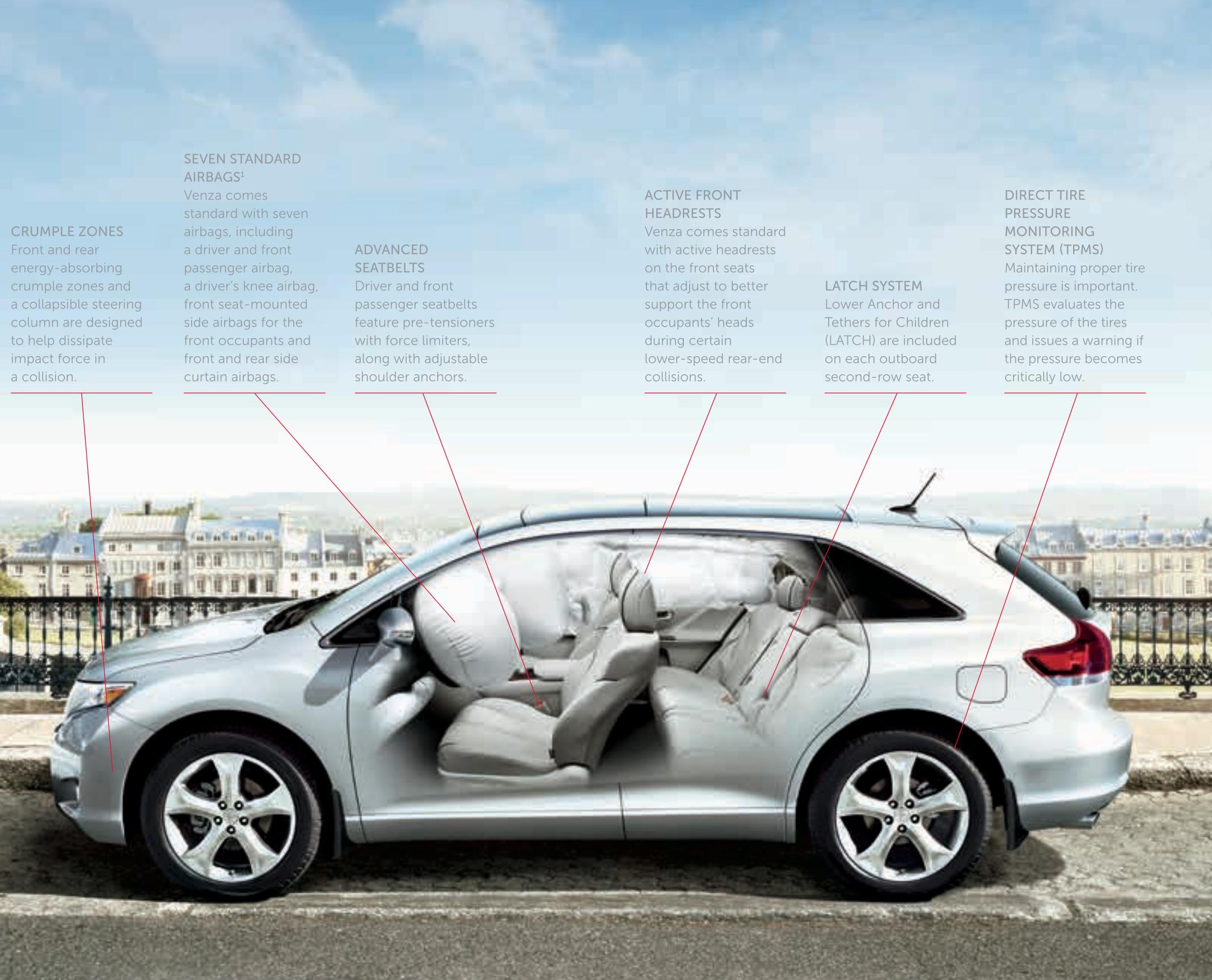


## BLIND-SPOT CONVEX MIRRORS

The blind-spot convex mirrors extend your field of view on both the left and right side of the vehicle, allowing you to see if another car is approaching from either side.<sup>6</sup>

## AUTOMATIC HIGH BEAM SYSTEM

A sensor located behind the rear view mirror helps enhance visibility at night by detecting oncoming vehicles and depending on the circumstances, automatically switches your high beams off and on. (Limited w/Technology Package)



## SEVEN STANDARD AIRBAGS<sup>1</sup>

Venza comes standard with seven airbags, including a driver and front passenger airbag,

a driver's knee airbag, front seat-mounted side airbags for the front occupants and front and rear side curtain airbags.

## ACTIVE FRONT HEADRESTS

Venza comes standard with active headrests on the front seats that adjust to better support the front occupants' heads during certain lower-speed rear-end collisions.

## ADVANCED SEATBELTS

Driver and front passenger seatbelts feature pre-tensioners with force limiters, along with adjustable shoulder anchors.

## LATCH SYSTEM

Lower Anchor and Tethers for Children (LATCH) are included on each outboard second-row seat.

## DIRECT TIRE PRESSURE MONITORING SYSTEM (TPMS)

Maintaining proper tire pressure is important. TPMS evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

# STAR SAFETY SYSTEM™

2014 Venza comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

## VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.<sup>5</sup>

## TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

## ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

## EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

## BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.<sup>6</sup>

## SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.<sup>7</sup>

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit [toyota.ca](http://toyota.ca) for more details.

## Venza Features

	Venza	AWD	V6	V6 AWD
<b>INTERIOR</b>				
<b>ENTERTAINMENT &amp; CONNECTIVITY</b>				
6.1" Touch Panel Display Audio, AM/FM/CD Player, MP3/WMA Playback	●	●	●	●
SiriusXM® Satellite Radio	●	●	●	●
USB Input Port, Auxiliary Input Jack	●	●	●	●
Bluetooth® Hands-Free Phone Connectivity & Wireless Audio Streaming	●	●	●	●
6-Speakers	●	●	●	●
Steering Wheel Bluetooth® & Audio Controls	●	●	●	●
3.5-inch LCD Multi-Information Display	●	●	●	●
<b>COMFORT &amp; CONVENIENCE</b>				
Air Conditioning w/Dual Zone Automatic Climate Control, Cabin Air Filter	●	●	●	●
Rear Seat Heater Ducts	●	●	●	●
Optitron Instrumentation Gauges w/Speedometer, Tachometer, Engine Coolant Temperature, Fuel Gauge Meters & LCD Odometer w/Twin Tripometers	●	●	●	●
Power Door Locks, Power Windows w/Auto Up/Down	●	●	●	●
Dual Illuminated Vanity Mirrors, Auto-Dimming Rear View Mirror w/Digital Compass	●	●	●	●
Chrome Inner Door Handles	●	●	●	●
3-Spoke Tilt Steering Wheel	●	●	●	●
Tonneau Cover, Cargo Mat, Cargo Net	●	●	●	●
Carpeting, Carpet Floor Mats, All-Season Floor Mats	●	●	●	●
Cruise Control	●	●	●	●
Accessory Power Outlets (12 V): 2 Front, 1 Rear	●	●	●	●
Integrated Garage Door Opener	●	●	●	●
Retained Accessory Power	●	●	●	●
Centre Console w/Sliding Cover & Armrest, Dual Illuminated Cupholders, MP3 Player Holder w/Wire Management Feature, Large Illuminated Storage Compartment	●	●	●	●
Front Seat Back Pockets, Door Map Pockets	●	●	●	●
Coat Hooks, Overhead Sunglass Storage	●	●	●	●
Front & Rear Cupholders	●	●	●	●
Cargo Area Tie-Down Rings	●	●	●	●
Cargo Area Lamp, Door Courtesy Lamps	●	●	●	●
Overhead Console w/Map Lamps	●	●	●	●
Illuminated Entry, Illuminated Ignition Key	●	●	●	●
Keyless Entry	●	●	●	●
<b>SEATING &amp; TRIM</b>				
Front Captain Seats, Premium Fabric Seat Material	●	●	●	●
Power 8-Way Driver Seat w/Recline, Fore/Aft, Lumbar Support, Cushion Height Adjustments	●	●	●	●
Front Passenger Seat w/Recline, Fore/Aft Adjustments	●	●	●	●

## Available Packages

	Venza	AWD	V6	V6 AWD
<b>INTERIOR (cont'd)</b>				
60/40 Split Rear Bench Seat w/Recline, Fold-Down Centre Armrest, Rear Seat Remote Release in Cargo Area	●	●	●	●
All-Position Vertically Adjustable Headrests	●	●	●	●
Woodgrain Interior Trim	●	●	●	●
Front Doorsill Trim w/Aluminum Accents	●	●	●	●
<b>EXTERIOR</b>				
Dual Heated, Power Remote-Control, Foldable Mirrors	●	●	●	●
Blind-Spot Convex Mirrors, Puddle Lamps	●	●	●	●
Electric Rear Window Defroster w/Timer	●	●	●	●
Rear Privacy Glass	●	●	●	●
Front & Rear Splash Guards, Rear Bumper Protector, Rear Spoiler w/LED Stoplamp	●	●	●	●
Coloured Door Handles, Mirrors	●	●	●	●
Chrome Exhaust Tip (Dual on V6)	●	●	●	●
Dual Exhaust	—	—	●	●
Variable Intermittent Wipers, Intermittent Rear Window Wiper/Washer	●	●	●	●
Windshield Wiper De-Icer	●	●	●	●
UV Protection Glass Windshield	●	●	●	●
Projector-Style Halogen Headlamps	●	●	●	●
Automatic Headlamp System	●	●	●	●
Fog Lamps	●	●	●	●
<b>SAFETY</b>				
<b>STAR SAFETY SYSTEM™</b>	Star Safety System™ – includes Vehicle Stability Control (VSC) <sup>5</sup> , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>6</sup> & Smart Stop Technology (SST) <sup>7</sup>			
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) <sup>1</sup>	●	●	●	●
Driver's Knee Airbag (SRS) <sup>4</sup>	●	●	●	●
Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>	●	●	●	●
Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>	●	●	●	●
Active Front Headrests w/Whiplash Protection	●	●	●	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●	●	●
Front Seatbelt Anchor Height Adjusters	●	●	●	●
Anchor Points for Child Restraint Seats	●	●	●	●
Child Protector Rear Door Locks	●	●	●	●
Engine Immobilizer	●	●	●	●
Automatic Transmission Fluid Temperature, Low Fuel, Low Washer Fluid, Door Ajar, Driver & Front Passenger Seatbelt Warning Indicators	●	●	●	●
Direct Tire Pressure Monitoring System	●	●	●	●
<b>Leather Seats &amp; Navigation Package</b>				
Heated Front Seats w/Console-Mounted Variable Temperature Setting, Leather Seat Surfaces, 6.1" Touch Panel Display Audio w/Navigation <sup>4</sup>	○	○	○	○
<b>Heated Cloth Seats &amp; Navigation Package</b>				
Heated Front Seats w/Console-Mounted Variable Temperature Setting, 6.1" Touch Panel Display Audio w/Navigation <sup>4</sup>	○	○	○	○
<b>Heated Cloth Seats &amp; Navigation Package</b>				
Heated Front Seats w/Console-Mounted Variable Temperature Setting, 6.1" Touch Panel Display Audio w/Navigation <sup>4</sup>	○	○	○	○

## Venza Specifications

	Venza	AWD	V6	V6 AWD
<b>MECHANICAL</b>				
<b>ENGINE</b>				
<b>Type</b>	2.7 Litre, 4-Cylinder, DOHC, 16-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential	●	●	—
<b>Chassis</b>	Coil Spring, Independent, MacPherson Struts w/Gas-Filled Shock Absorbers & Stabilizer Bar, Anti-Vibration Subframe	●	●	●
<b>Brakes</b>	Power-Assisted, Ventilated Front Discs, Solid Rear Discs	●	●	●
<b>Compression Ratio</b>	10.0:1	●	●	—
<b>Steering</b>	Electric Rack & Pinion w/Variable Power Assist	●	●	●
<b>Wheels &amp; Tires</b>	19" Aluminum Alloy Wheels, Wheel Locks	●	●	—
<b>horsepower</b>	182 hp @ 5800 rpm	●	●	—
<b>Torque</b>	268 hp @ 6200 rpm	—	●	●
<b>Dimensions</b>	<b>mm (in.)</b>			
<b>Length</b>	4800 (189.0)	●	●	●
<b>Width</b>	1905 (75.0)	●	●	●
<b>Height (Unloaded)</b>	1610 (63.4)	●	●	●
<b>Wheelbase</b>	2775 (109.3)	●	●	●
<b>Track</b>	Front: 1630 (64.2) Rear: 1640 (64.6) Rear: 1635 (64.4)	●	●	—
<b>Headroom</b>	Front: 1007 (39.6) Rear: 997 (39.3)	●	●	●
<b>Legroom</b>	Front: 1022 (40.2) Rear: 993 (39.1)	●	●	●
<b>Shoulder Room</b>	Front: 1525 (60.0) Rear: 1499 (59.0)	●	●	●
<b>Turning Circle</b>	11.9 (39.1)	●	●	●
<b>Ground Clearance</b>	205 (8.1)	●	●	●
<b>DRIVETRAIN</b>				
<b>Drive Configuration</b>	Front Engine/Front Wheel Drive	●	—	●
<b>Height (Unloaded)</b>	1610 (63.4)	●	●	●
<b>Wheelbase</b>	2775 (109.3)	●	●	●
<b>Track</b>	Front: 1630 (64.2) Rear: 1640 (64.6) Rear: 1635 (64.4)	●	●	—
<b>Headroom</b>	Front: 1007 (39.6) Rear: 997 (39.3)	●	●	●
<b>Legroom</b>	Front: 1022 (40.2) Rear: 993 (39.1)	●	●	●
<b>Shoulder Room</b>	Front: 1525 (60.0) Rear: 1499 (59.0)	●	●	●
<b>Turning Circle</b>	11.9 (39.1)	●	●	●
<b>Ground Clearance</b>	205 (8.1)	●	●	●
<b>FUEL CONSUMPTION RATING<sup>2</sup></b>				
<b>City/Highway/Combined</b>	<b>L/100 km mpg (imperial gallon)</b>			
10.0/6.9/8.6	28/41/33	●	—	—
10.2/7.1/8.8	28/40/32	—	●	—
11.1/7.7/9.6	25/37/29	—	—	●
11.4/7.9/9.8	25/36/29	—	—	●
<b>Warranty Summary</b>				
— No deductibles — no transfer fees				
<b>COMPREHENSIVE COVERAGE</b>				
3 years or 60,000 km. This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.				
<b>POWERTRAIN COMPONENTS</b>				
5 years or 100,000 km. This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.				
<b>MAJOR EMISSION CONTROL COMPONENTS</b>				
8 years or 30,000 km. This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.				
<b>CORROSION PERFORATION</b>				
5 years/unlimited distance. This warranty covers any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.				

(1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Toyota tests certain Bluetooth® capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth® technology are available with bilingual compatibility. Please see your Toyota Dealer for details. (4) The Toyota Navigation System is designed to

# Colours

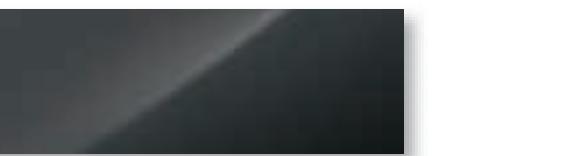
## EXTERIOR COLOUR OPTIONS



070  
Blizzard Pearl



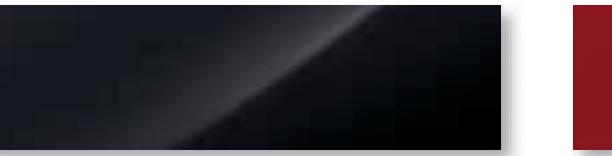
1F7  
Classic Silver Metallic



1G3  
Magnetic Grey Metallic



1H2  
Cosmic Grey Mica



218  
Attitude Black Metallic



3R3  
Barcelona Red Metallic



4U3  
Sunset Bronze Mica

## INTERIOR COLOUR OPTIONS

	Blizzard Pearl	Classic Silver Metallic	Magnetic Grey Metallic	Cosmic Grey Mica	Attitude Black Metallic	Barcelona Red Metallic	Sunset Bronze Mica
Venza	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Ivory Fabric or Leather
AWD	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Ivory Fabric or Leather
V6	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Ivory Fabric or Leather
V6 AWD	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Leather or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Light Grey Fabric or Black Leather	Ivory Fabric or Leather

Please see your Toyota Dealer for details.

# Genuine Accessories

Personalize your Venza to enhance both its appearance and performance. Many of Toyota's Genuine Accessories can be residualized or advanced through Toyota Financial Services when purchased at the same time as your new vehicle, and yes, they are all backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit [customizeyourtoyota.ca](http://customizeyourtoyota.ca), your local Dealer or [toyota.ca](http://toyota.ca).



Block Heater  
Bodyside Moulding  
Bongiovi Acoustics DPS  
Cargo Liner  
Hood Deflector  
Paint Protection Film  
Remote Engine Starter  
Roof Rack  
Towing Hitch

## Committed to Canadians, today and tomorrow.



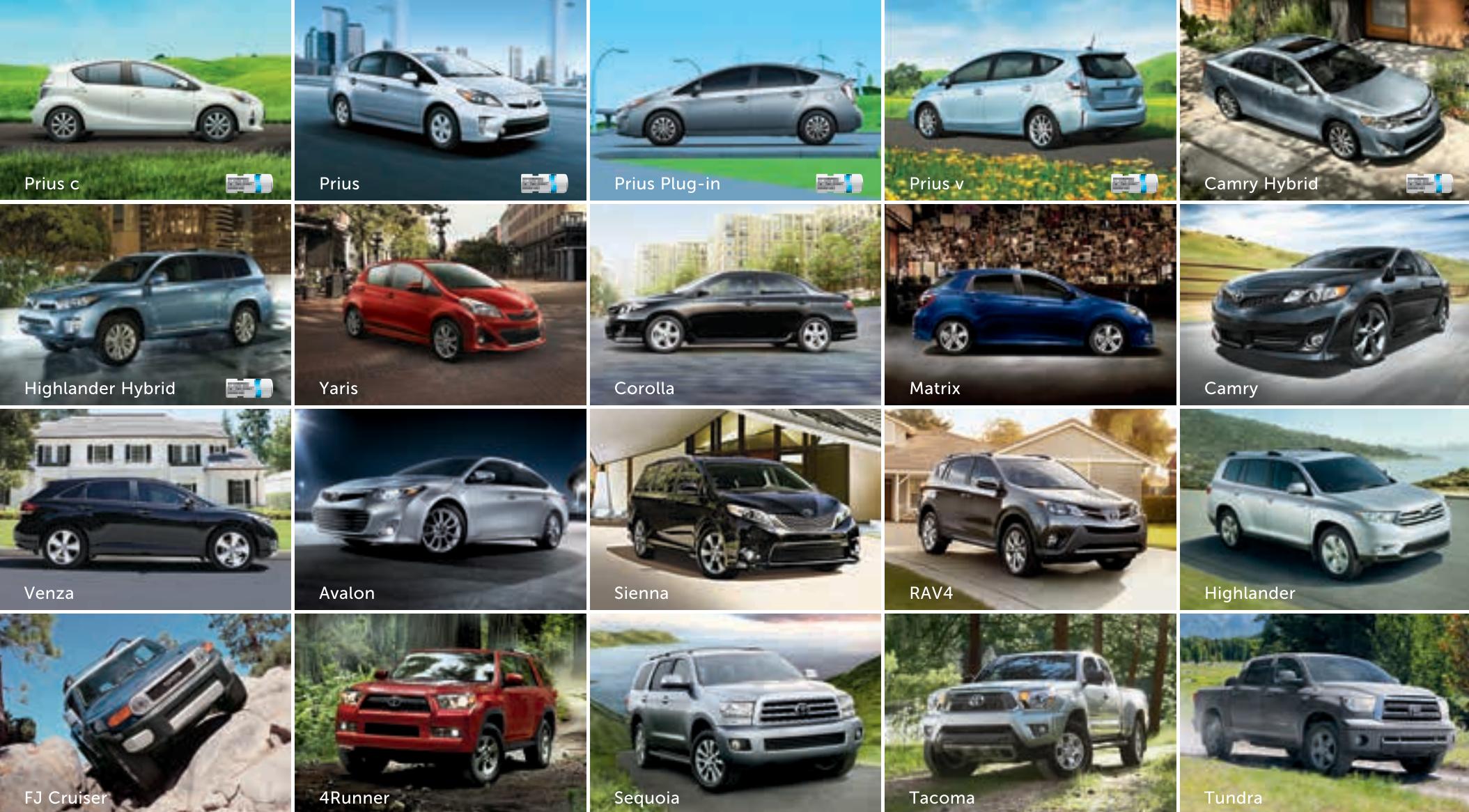
Being a leader in the automotive industry does not simply start and finish with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across the country fund non-profit programs that work to make a difference for Canadians through direct community involvement.

As part of our ongoing commitment to the environment and education, we established the Toyota Evergreen Learning Grounds program. This program is designed to transform Canadian school grounds into natural learning environments so that students can have a healthy place to play, learn and develop a genuine respect for nature. We also support Special Olympics Canada, which helps athletes reach their full potential through participation in events from a local to a national level.

Visit us at [toyota.ca](http://toyota.ca) to learn more about our programs and commitment to build a better tomorrow for Canadian communities – today.



**Special Olympics  
Olympiques spéciaux**  
Canada



At Toyota quality, safety and sustainability are built into every vehicle we make. To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit [toyota.ca](http://toyota.ca).



Toyota recognizes its duty to safeguard the environment. Please recycle.

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